# The Snack Food Market in Taiwan

August 1999

*(Également disponible en français sous le titre, Le marché des grignotines à Taïwan)*

Prepared by the
Team Canada Market Research Centre
and the
Canadian Trade Commissioner Service

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- FaxLink Domestic service (613-944-4500);
- DFAIT Internet site (http://www.dfait-maeci.gc.ca)

Trade Evaluation and Analysis Division (TEAD)
Agriculture and Agri-Food Canada
Contact: Jim Lowe
Telephone: (613) 759-7652
Fax: (613) 759-7505
E-mail: lowej@em.agr.ca

ATS Online
(http://ats.agr.ca)

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# THE SNACK FOOD MARKET IN TAIWAN

Team Canada Inc • Équipe Canada inc

## EXECUTIVE SUMMARY

This report examines the market for snack food in Taiwan. The information was drawn primarily from secondary sources and the Canadian Trade Office in Taipei.

The snack food market in Taiwan was valued at US$79.5 million in 1997, and is expected to increase by 8% annually through 2001, to reach US$108 million. Imports account for 35% of the market, a percentage that is growing as consumer preferences shift to Western-style snacks over traditional snacks.

The snack food market is divided into three sectors: potato chips, savoury snacks, and snack nuts. Potato chips are the dominant sector in value sales, and have quickly replaced nuts and various savoury snacks as the preferred snack item.

Canadian snack food exports to Taiwan in 1998 totalled US$40 000, down dramatically from exports of US$359,000 in 1996. In 1996, 90% of Canada's snack food exports to Taiwan were potato chips, however, Canada has not exported any potato chips to Taiwan in the past two years. Canadian exports continue to be limited due to the popularity of snack food from the United States, and that country's manufacturing capabilities.

Taiwan's snack food market is dominated by Asian manufacturers. While traditional Asian snacks abound, Western-style snacks have a limited presence. There are opportunities to supply Western-style snacks with flavours targeted specifically at the Taiwanese market. Joint-venture partnerships with Taiwanese firms could provide Canadian exporters with market intelligence and increased access to the market.

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# THE SNACK FOOD MARKET IN TAIWAN

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## MARKET OVERVIEW

Taiwan has a diverse snack food market, which includes snacks exclusive to Asian markets and Western-style snacks. Traditionally, Asian snacks such as rice crackers and peanuts have dominated the Taiwanese market. However, the introduction of potato chips and a variety of other savoury snacks has caused a shift in consumer preferences toward Western-style snacks.

Imported snack food faces strong competition from betel nuts, a locally produced traditional snack food that is very popular among older segments of the Taiwanese population. These nuts, considered addictive, are heavily marketed to keep sales high. The government is attempting to reduce the sale of betel nuts, which are viewed with the same type of disdain as cigarettes in North America; however, most attempts to stop sales have been unsuccessful, and may in fact have helped to increase the popularity of the product.

The development of the Taiwanese economy has had a significant impact on the value and size of the snack food market. Disposable incomes are increasing, and the emerging consumer class is looking for new, luxury products.

Savoury snacks and potato chips are similar in their value and volume sales, and both subsectors have gained market share at the expense of snack nuts. However, as potato chips become more accessible, value growth in this subsector dominates. The savoury snack subsector continues to be dominated by traditional Asian snacks because of their low price and the limited availability of Western-style savoury snacks. The snack nut market is the smallest segment in the snack food market, although it is in a period of transition that experts believe may help to increase its value and volume sales. The introduction of pistachios to the Taiwanese market has helped to diversify the consumer base for nuts. With the introduction of this type of nut, as opposed to peanuts, new more affluent consumers are purchasing nuts as a favourite snack, using pistachios as a status symbol.

The Taiwanese snack food market was valued at US$79.5 million in 1997. Imports account for 35% of the market. The majority of imports were Western-style snacks, such as potato chips. The value of the snack food market is expected to increase by

8% annually through the year 2001.

The potato chip market grew an average of 10% annually from 1992 to 1996, reaching US$39 million by 1997. Potato chips account for 47% of the snack food sector's value sales and 33% of its volume. The value of this subsector is expected to double by 2001 to reach US$77 million. Expansion in Taiwan's potato chip market has generally focussed on creating flavours for diverse regional tastes.

The savoury snack market is composed largely of snacks of regional interest. The domestic industry dominates this sector, although a large percentage of snacks are imported from Japan and China. The savoury snack sector was valued at US$35.7 million in 1997. This sector's value increased 13% annually from 1992 to 1996, and is expected to increase to US$46 million by 2001.

Taiwan's snack nut market, which includes domestically produced peanuts and imported nuts such as pistachios, pecans and macadamia nuts, was valued at US$4.5 million in 1997. Peanuts are the dominant nut in Taiwan, accounting for 85% of the snack nut market. The market for all other nuts depends completely on imports, which totalled US$4.2 million in 1997. A large proportion of this total went into the food-production industry. Pistachios constituted more than half of the import market, and over 90% of these are sold as snack nuts at the retail level.

The value of Taiwan's nut market has remained relatively constant since 1990, a trend that is expected to continue. Minor volume growth rates of 1% to 2% are expected over the next five years, although value is expected to decline slightly. Any major fluctuations in consumption levels will be a result of available supply and the resulting price. Long-term expectations for the snack nut market are high because of the introduction a variety of new nuts, in a number of formats, that are being marketed directly at the luxury goods market. New nuts, such as pistachios, are perceived to be a luxurious product that is reserved for the wealthy members of society. This perception has increased the sale of pistachios among young consumers in particular, who consume the nuts because of their popularity as much as for their taste.

**Asian Crisis**

The financial crisis that began in parts of Asia Pacific in 1997 and continued through 1998 has had an impact on Canadian trade performance and opportunities in the region. Currency devaluations in countries such as Thailand, South Korea, Indonesia and Malaysia have not only increased the cost of Canadian goods for consumers in these countries, but have also increased competition for Canadian products, since goods from these countries can be imported more cheaply into countries such as Japan that have stronger currencies. Simultaneously, the crisis had a negative affect on Asian

incomes, affecting consumer spending and consequently the demand for imports. However, the effects of the crisis on Taiwan's economy were not as severe as in the rest of the region. Therefore, the impact of the crisis on Canadian exports of processed foods to Taiwan was less significant than exports to other countries, though Canadian exports to Taiwan did decrease.

By early 1999, most of these economies had begun to "turn the corner," and it may be expected that exchange rates will also begin to strengthen, thus improving the competitiveness of imported Canadian products.

**Key Factors Shaping Market Growth**

Taiwan's markets are increasingly accessible to imported goods. The Taiwanese government is currently seeking entrance into the World Trade Organization (WTO). The ongoing negotiations have meant significant reductions in tariffs and trade barriers, which has helped to lower the price of most imports and thus has encouraged the introduction of Western-style snacks. Full compliance to WTO regulations is expected in the next few years. Accession to the WTO will aid in the further opening of the market for imported snack foods and will expand the potential consumer base.

As the market for Western-style snacks expands, the domestic industry is having trouble supplying demand. These difficulties involve both products and product packaging. Domestic potato chip producers are required to source their raw materials for production from Taiwan whenever possible. Taiwan's potato production rarely matches the demand of the snack food industry, which has meant an increase in raw potato imports. Reliance on imported raw material has significantly increased the price of domestic potato chips.

Snack food packaging has become a principal determinant in the price of Taiwan's snacks. The rising cost of aluminum in Taiwan in recent years has affecting the potato chip industry, which uses aluminum for packaging. As a result, imported potato chips are often the same price as, if not cheaper than, domestic products.

**Opportunities**

With large multinational corporations already present in the market, Canadian producers are encouraged to seek opportunities in niche markets. A key opportunity is in the development of Western-style snacks marketed directly toward the preferences of the Taiwanese market. Many Western snacks are very popular in Taiwan; however, many of the best-selling flavours and brands are unique to Taiwan and Asia. In fact, the most common varieties are produced by a number of multinational snack food manufacturers, although new flavours catering to regional preferences are limited.

The rural areas of Taiwan are becoming a valuable market for snack food imports, particularly since the introduction of large chain stores, which have begun to acquire products directly from suppliers. This phenomenon could increase market access for importers who once relied on wholesalers. In addition, the combination of supply scarcely meeting demand in urban areas (let alone rural ones) and domestic brands often being as unknown as imported products may give importers an edge in rural areas.

Other retail venues are developing, such as hypermarkets and convenience stores, which may provide opportunities for imported snack foods since they are in a position to be supplied directly.

### *Actual and Planned Projects*

Private-sector Taiwanese retailers are planning to expand the number of hypermarkets in Taiwan, which could increase sales of all snacks. In addition, a number of Japanese retail chains are targeting Taiwan for expansion. Traditionally, hypermarkets have been located in industrial areas with low population density, but new hypermarkets will be located in the rapidly expanding suburbs of urban centres such as Taipei. Foreign chains plan to nearly double the number of hypermarkets by the year 2000.

## COMPETITIVE ENVIRONMENT

### Local Capabilities

While the domestic snack food industry is highly developed, it is focussed on the production of traditional or regional snacks. The introduction of a number of joint-venture production facilities has improved domestic production of Western-style snacks. This is rapidly becoming the preferred method of entry for foreign firms. Joint-venture producer President-Pepsi Food Corporation, is the largest snack food producer in Taiwan, controlling 30% of the domestic snack food market.

### International Competition

The United States comprises 50% of Taiwan's snack food import market. In 1998, the U.S. supplied 94% of the US$20.1 million of potato chips imported by Taiwan, and 41% of the imported nuts market, which totalled US$27 million. However, regional and traditional snacks are still very popular. Collectively, Asian countries account for 40% of Taiwan's imported snack food. Western imports are not readily available in all regions and tend to be priced 20% to 30% higher than traditional snacks.

Most international brands remain relatively unknown in Taiwan because of limited advertising budgets. The most popular foreign brand name products are produced locally through joint ventures, a practice that allows for improved availability, lower retail prices, and a larger advertising budget. The leading imported potato chip brand is Pringles. This brand is imported because of Taiwanese laws, which restrict the use of foreign potatoes in chip production and the use of potato mixture in the production of chips.

**Canadian Position**

Canadian companies have had very little involvement in the snack food market in Taiwan. Canadian exports of snack food to Taiwan totalled $371 000 in 1996, for just 2% of the market share of imported snack foods. Potato chips accounted for 95% of exports, with a variety of nuts making up the rest. However, since that time, Canada has not exported any potato chips. As a result, snack food exports declined to just $59 000 in 1998. The value of dried fruit or mixed nuts in 1998 totalled $18 000, which was a 57% decline on the previous year's exports.

**Competitive Advantage through Canadian Government Policies and Initiatives**

***The Export Development Corporation (EDC)*** offers export financing and insurance to Canadian exporters. Additionally, insurance can be provided for larger transactions that are subject to the terms and conditions established by the buyer. The EDC prefers to work through letters of credit, banks credits or bank guarantees. Details and approval for financing will be considered case by case.

EDC loans can assist Canadian exporters in selling goods and services in Taiwan by offering secure prearranged financing terms, which may be an advantage given the recent currency crisis in Asia. The offer of a secured EDC loan will aid in acquiring financing in Taiwan from banks that may be fearful of providing small business loans during a debt crisis. For more information, please contact the EDC.

***The Canadian Commercial Corporation (CCC)*** also offers small and medium-sized Canadian companies access to financing and better payment terms under the Progress Payment Program (PPP). The PPP concept was developed as a partnership between major Canadian financial institutions and the CCC. It enables the exporter's bank to open a project line of credit for the exporter's benefit, based on CCC approval of the project and the exporter's ability to perform. For more information, please contact the CCC.

***The Program for Export Market Development (PEMD)*** is the government's primary international business development program. The objective of PEMD is to increase

export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing risks involved in entering a foreign market. The PEMD refundable contribution is a minimum of $5,000 and a maximum of $50,000. Preference is given to companies with annual sales greater than $250,000 and less than $10 million, or with less than 100 employees for a firm in the manufacturing sector and 50 in the service sector. Eligible activities, the costs of which are shared on a 50/50 basis, include market visits, trade fairs, incoming buyers, product testing for market certification, legal fees for marketing agreements abroad, transportation costs for offshore company trainees, product demonstration costs, promotional materials, and other costs necessary to execute the market development plan (Other components of the program deal with international bid preparation under Capital Project Bidding, and with trade associations when developing international marketing activities for their membership.) For additional information, or to receive an application, please contact the International Trade Centre in your province.

## PRIVATE-SECTOR CUSTOMERS

The snack food sector has universal appeal in Taiwan, although the various subsectors appeal to different consumer groups. Traditional Asian snacks, both imported and domestic, are popular among the older segments of the population. Western-style snacks are popular among the younger generation, because advertising is generally focussed on this group. Nuts are popular with all segments of society, particularly with men.

Taiwanese consumers purchase their snack food through a variety of retail channels and eateries, including hypermarkets, supermarkets and convenience stores. Snack food is also sold at kiosks located in high-traffic areas such as airports, train stations, hospitals and shopping malls. These outlets are very popular and easily accessible for daily purchases and account for a large portion of daily sales.

Sales of imported snacks in restaurants and bars are increasing. The consumption of alcohol is traditionally accompanied by salty snacks in Taiwan. Karaoke Television Clubs (KTV) are well established in Taiwan and are increasing their snack food sales. Nuts are the most popular snack in KTVs. Snack food sales in KTVs account for 5% of total snack sales in Taiwan.

Canadian firms should be aware that competitors have examined the Taiwanese market closely and have designed products that cater to the preferences of the Taiwanese consumer. Most popular potato chip flavours in Taiwan are unheard of in Canada. Local flavours include chicken and green onion, black pepper, seaweed, and hot and spicy. Potential exporters should select flavours carefully. Popular imported

flavours include regular, cheese, and sour cream and onion.

There is a current trend in Taiwan toward health-conscious products. When appropriate, producers should emphasize a product's low-fat, low-salt, or baked characteristics.

The packaging of snack food is very important in Taiwan. Japanese imports have been very successful because of their attractive packaging. Taiwanese consumers are drawn to colourful and innovative packaging that gives the image of quality. In fact, the major setback facing imported Western snack food is not price related — it is packaging.

## PUBLIC-SECTOR CUSTOMERS

The government operates 500 retail outlets that offer a product range similar to that of hypermarkets. Access to these stores is limited to government employees, military personnel and teachers. Prices are generally discounted by 25% over supermarket or hypermarket prices. Public coops do not import directly or purchase from foreign exporters, but instead purchase both domestic and imported products from local distributors. Therefore, if exporters wish to access this market segment, they will have to utilize local distributors in Taiwan.

### Government Procurement Regulations

The Central Trust of China (CTC) is the government procurement and distribution organization in Taiwan. However, most government purchases are administered by local purchasing entities without the aid or direction of the CTC. The CTC is simply informed of any procurement purchase.

Under Taiwanese law, most public enterprises and agencies must procure locally when products are available. While most tenders are open to international companies, local firms are heavily favoured.

## MARKET LOGISTICS

Taiwan is one of the largest cargo handlers in the world, and the distribution infrastructure is among the best in the world. Because the island is relatively small, most of the main markets are easily accessible. Nevertheless, although the market is concentrated, some rural regions remain undersupplied.

### Channels of Distribution

Taiwan has a very modern retail market, with over 200 supermarkets and over 3000 convenience stores. Although the distribution system in Taiwan is well developed, it is undergoing changes that will ease market access for imported products. Taiwan has many traditional wet markets, but they are not plausible outlets for imported processed snack food, although they do distribute large quantities of unprocessed food, such as bulk nuts. Hypermarkets and supermarkets can import directly if the volume justifies the action.

### *Distributors and Wholesalers*

Both distributors and wholesalers are employed in Taiwan, but small to medium-sized exporters generally rely on distributors exclusively. Distributors in Taiwan act as sales agents, and in the case of small transactions may also act as product promoters. Wholesalers purchase imported goods for sale to numerous outlets, generally in rural regions.

### *Agents and Sales Representatives*

Most imported confectionery is handled by an agent or sales representative. Agents have the advantage of superior market intelligence and improved communication for customer servicing. Sales representatives play an important role in the direct sale of products.

Canadian suppliers are encouraged to establish relations with those individuals and companies that have a solid understanding of Taiwan's retail sector. It is also important that potential sales partners have well established industry contacts.

## Market-entry Considerations

Exporters considering Taiwan as a market should keep in mind the changes in tariff and non-tariff barriers that are ongoing as a result of the country's WTO application. Both processed and non-processed agricultural products have seen major — and often confusing — changes in tariff rates and product classification. Some exporters have seen decades-old product classifications changed without notice when their goods arrived at port, only to have them reversed upon arrival of the next shipment.

Taiwan maintains a number of strict standards for the importation of agricultural goods, and many products require the approval of a number of government agencies before they may be imported. Once Taiwan gains membership in the WTO, many of the strict standards and non-tariff barriers will be removed, and some tariffs will be lowered. However, several barriers will continue to stand, restricting market access for a some agricultural goods.

### *Suggested Business Practices*

Conducting business in a country with cultural and economic differences can be both challenging and rewarding. Taiwan's status as a developing country presents unique obstacles and opportunities in this region.

Personal relations and trust are very important in Taiwan, making the initial stages of a business relationship vital. Exporters should be wary of "opportunities" that promise to expedite the export process through facilitation money or alternative avenues of market entry. Companies are advised to establish relations with reputable and trustworthy local business partners or representatives.

Since it is difficult to make appointments in Taiwan on short notice, it is wise to plan commercial itineraries before arriving. Having business cards printed in both English and Mandarin (the official language of Taiwan) is greatly appreciated. Presenting gifts such as snack food products during business functions is a common and highly regarded practice.

### *Import Regulations*

Duty rates for snack food products are relatively high in Taiwan, although import liberalization appears imminent as Taiwan approaches WTO accession. Potato chips are subject to a duty rate of 20%. The duty rate for snack nuts depends on the particular variety: pistachios and almonds are subject to a duty rate of 7.5%, pecans and macadamia nuts 25%, and nut mixtures 40%. In addition, all imports entering Taiwan through one of its five ports are required to pay a 0.4% harbour construction tax, and a 5% value added tax. Goods entering Taiwan by air freight or parcel post are exempt from harbour tariffs.

All processed foods must adhere to similar import regulations. Packaging may be written in English, or any other language of origin, but must include an additional comprehensive label written in Mandarin. Labels must be affixed before Customs clearance, and must bear the following information:

- brand names;
- quantitative analysis of contents: weight, volume or number;
- food additive names;
- net weight in metric units;
- manufacturer's and importer's name, address and phone number;
- date of manufacture; and
- expiration date.

All food shipments must be accompanied by the proper import licences and permits, food registration certificates, and shipping documents. All documentation must be in English or be accompanied by an English translation.

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*Import licence:* Import licences are issued by the Board of Foreign Trade, and are valid for six months. An extension may be granted for justifiable reasons. Goods must be shipped within the validity period of the licence. Licences are not transferable. Most agricultural products require licensing, and some also require approval from the Council of Agriculture before importation.

*Import permit:* A foreign supplier's pro-forma invoice (quotation) is required for an application of an import permit from Taiwan's Board of Foreign Trade. Most import permits are valid for six months from the date of issue.

*Shipping documents:* Documents required for shipments to or from Taiwan include a commercial invoice signed by the exporter (in triplicate) that includes the following:

- import licence number;
- F.O.B., C&F or c.i.f. value;
- insurance charges;
- freight charges; and
- notice of any discounts or commissions that have been made.

The commodity description and value shown on the commercial invoices must agree with those on the import licence.

*Bill of lading or waybill*: This must include all marks and case numbers that appear on the packages. Customs does not permit the grouping of marks or numbers on shipments of mixed commodities.

*Pro-forma invoice*: This invoice (quotation) is required by the importer to obtain an import licence and to establish a letter of credit. It must include a full description of goods, including:

- brand name;
- method of packing;
- quantity;
- unit price, total cost, freight, insurance and other charges;

- method of shipment;
- date and port of shipment;
- port of destination;
- terms of payment;
- validity of offer;
- name and address of letter of credit beneficiary; and
- other details required by the importer.

*Packing list*: at least two copies are required.

*Certificate of Origin*: This may be requested by an importer, bank or through a letter of clause. It must be issued by the government of the country of origin or by the authorized issuing offices.

***Local Standards, Certificates or Registrations***

Taiwan has very strict standards for imported agricultural goods. Many of Taiwan's standards for processed foods far exceed internationally accepted standards, and in some cases standards and food quality are established through unorthodox means. Imported agricultural goods are regularly tested for compliance with national standards, while domestic products are seldom tested.

In order to export food items, an exporter must obtain approval and registration from:

National Laboratories of Food and Drug
Department of Health
161-2 Kun Yang Street
Nanking District
Taipei, Taiwan
Tel: (886) (2) 785-6283
Fax: (886) (2) 785-6793

The Taiwan Health Department often requires that the first shipment of a product be tested for content and possible health risks. This test is at the exporter's expense, with the cost based on the shipment's value. After the initial test, the Health Department tests products at random. Experience has shown that roughly every twentieth shipment is tested. However, sugar is subject to inspection every shipment and must be accompanied by a quarantine certificate.

All nuts are subject to an Aflatoxin test upon arrival of first shipment to Taiwan. Nuts may not contain more than 10 ppd of Aflatoxin B1, B2, G1 and G2. Tests on dried nuts may take up to six days, while fresh nut tests take from one to three days.

### *Export Credit Risks, Restrictions on Letters of Credit or Currency Controls*

Taiwan has a highly developed banking sector capable of providing letters of credit for most import transactions. Most sales to Taiwan are conducted on bank-to-bank letters of credit. Credit terms last 60 to 90 days.

There are few barriers to full and immediate repatriation of capital and remittances of profit for registered foreign investment, or trade transactions. There are reports of foreign exchange delays of up to two months, although delays are rare on smaller transactions.

## PROMOTIONAL EVENTS

| Event / Description | Organizer |
|---|---|
| **Taipei International Food Show**<br>Taipei World Trade Center Exhibition Hall<br>Taipei, Taiwan<br>9-12 June 1999 (Annual)<br><br>Assorted foods & beverages, condiments & additives, bakery products, foreign exhibits, image area, trade media | China External Trade Development Council (CETRA)<br>CETRA Exhibition Department<br>5 Hsin-yi Rd., Section 5<br>Taipei, Taiwan 10548<br>Tel: (886-2) 2725-1111<br>Fax: (886-2) 2725-1314<br>http://www.taipeitradeshow.org.tw |
| **Foodtech Taipei**<br>Taipei World Trade Center Exhibition Hall<br>Taipei, Taiwan<br>17-21 June 1999 (Annual)<br><br>Food machinery & related equipment. | CETRA<br>CETRA Exhibition Department<br>5 Hsin-yi Rd., Section 5<br>Taipei, Taiwan 10548<br>Tel: (886-2) 2725-1111<br>Fax: (886-2) 2725-1314<br>http://www.taipeitradeshow.org.tw |

# KEY CONTACTS AND SUPPORT SERVICES

## Canadian Government Contacts

**Canadian Trade Office**
13th Floor, 365 Fu Hsing North Rd.
Taipei 10483, Taiwan
Tel: (886-2) 2547-9500
Fax: (886-2) 2712-7244
Internet: http://www.ctot.org.tw

**Department of Foreign Affairs and International Trade**
Korea and Oceania Division
125 Sussex Dr.
Ottawa, Ontario K1A 0G2
Contact: Michael Danagher
Tel: 1-800-267-8376 or (613)996-7582
Fax: (613) 996-1248

**Department of Foreign Affairs and International Trade**
Market Support Division
125 Sussex Dr.
Ottawa, Ontario K1A 0G2
Tel: 1-800-267-8376 or (613) 995-1773
Fax: (613) 944-0050

**Agriculture and Agri-Food Canada**
Sir John Carling Building
930 Carling Ave.
Ottawa ON K1A 0C5
Contact: John Smiley
Tel: (613) 759-7632
Fax: (613) 759-7506

**Business Development Bank of Canada**
#400, 5 Place Ville Marie
Montreal, PQ H3B 2G2
Tel: 1-888-463-6232
Fax: (514) 283-0617
Internet: http://www.bdc.ca/

**Canadian Commercial Corporation**
50 O'Connor Street, 11th Floor
Ottawa, ON K1A 0S6
Tel: (613) 996-0034
Fax: (613) 995-2121
Internet: http://www.ccc.ca
E-mail: info@ccc.ca

**Export Development Corporation**
151 O'Connor St.
Ottawa, ON K1A 1K3
Tel: (613) 598-2500
Fax: (613) 237-2690
E-mail: export@edc4.edc.ca
Internet: http://www.edc.ca

**Canadian International Development Agency (CIDA)**
Business Co-operation Branch, Bureau for Asia
200 Promenade du Portage
Hull, QC K1A 0G4
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## Agriculture and Agri-Food Canada

The Agri-Food Trade Service regional contacts:

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## Taiwan Government Offices

**Board of Foreign Trade**
1 Hu Kou St.
Taipei, Taiwan
Tel: (886-2) 351-0271
Fax: (886-2) 331-5387

**Bureau of Commodity Inspection and Quarantine**
4 Chi Nan Rd., Section 1
Taipei, Taiwan
Tel: (886-2) 351-2141
Fax: (886-2) 393-2324

**National Laboratories of Foods and Drugs, Department of Health**
161-2 Kun Yang St.
Nanking District
Taipei, Taiwan
Tel: (886-2) 785-6283
Fax: (886-2) 389-9860

**Customs Authority**
Director General, Directorate General of Customs
85 Hsin-Sheng South Rd., Section 1
Taipei, Taiwan
Tel: (886-2) 351-2875
Fax: (886-2) 711-4166

## Commercial Banks in Taiwan

**Asia Pacific Bank**
66 Min Chuan Road
Taichung, Taiwan
Tel: (886-4) 227-1799
Fax: (886-4) 220-4297

**Bank of Taiwan**
1120 Chungking South Road
Section 1
Taipei, Taiwan
10036
Tel: (886-2) 349-3456
Fax: (886-2) 311-5145

**Chang Hwa Commercial Bank Ltd.**
38 Tsuyu Road
Section 2
Taichung, Taiwan
40010
Tel: (886-4) 222-2001
Fax: (886-2) 223-1170

**Chinatrust Commercial Bank**
Head Office(Banking Department)
3, Sungshou Road, Taipei, Taiwan, R.O.C.
Tel. (02)27222002
http://www.chinatrust.com.tw/english/english.html

**Export-Import Bank**
8th Floor
3 Nan Hai Road
Taipei, Taiwan
10728
Tel: (886-2) 321-0511
Fax: (886-2) 394-0630

**International Commercial Bank of China**
100 Chi Lin Road
Taipei, Taiwan
10424
Tel: (886-2) 563-3156
Fax: (886-2) 563-2614

**Taipei Bank**
50 Chungshan North Road
Section 2
Taipei, Taiwan
104
Tel: (886-2) 542-5656
Fax: (886-2) 542-8870

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## OTHER REFERENCE MATERIAL

### Useful Internet Sites

Asia-Pacific Foundation of Canada: **http://www.apfnet.org/apfc/index.html**

Asia Pacific media links: **http://www.neog.com/asianow/links1.html**

Canada Business Service Centres (1-888-811-1119): **http://www.cbsc.org**

Canadian-Taiwan Business Association: **http://www.ctot.org.tw/e/ctba.html**

China External Trade Development Council (CETRA): **http://cetra.tptaiwan.org.tw**

Department of Foreign Affairs and International Trade: **http://www.dfait-maeci.gc.ca**

Economic Development Corporation: **http://www.edc.ca**

Export Source: **http://exportsource.gc.ca**

Governments on the WWW : Taiwan: **http://www.gksoft.com/govt/en/tw.html**

Infoexport: **http://www.infoexport.gc.ca**

Montgomery Network (International trade show organization): **http://www.montnet.com/**

Political and Economic Risk Consultancy: **http://www.asiarisk.com**

Regional industrial profiles for Asia Pacific: **http://aspac.kpmg.com/asiashphere**

Search engine for Taiwan and Southeast Asia: **http://www.sinica.edu.tw**

Tradeport: **http://www.tradeport.org/**